

# SIMON DYER - RESUMÉ – BSc(Comp.)

Christchurch, New Zealand. +64 21 626 358 [simon@2clight.com](mailto:simon@2clight.com)



## QUICK FACTS

### CORE COMPETENCES

- Program planning & control
- Business Acumen / Entrepreneur
- Sales & operations planning
- Needs assessment, and product road-mapping.
- Staff training & mentoring
- Financial planning, budgeting, scheduling & cost control.
- Stakeholder management
- Cross industry project management
- Client relationships
- Brand & social media management
- Supply chain
- Website / SEO design
- Product development
- Equity capital
- Managing distributed teams (online contractors)

### ATTRIBUTES

- Innovative thinker
- Controlled & level headed
- Superior leadership skills
- Hands-on can do attitude

### EDUCATION

1995	Bachelor Computer Science ( Specialising in Digital Technology)	Monash University
------	---	-------------------

### MEMBERSHIPS

- NZ Management and Engineering Association. (NZMEA)
- Various internet UAV, Technology, Business and Entrepreneurial groups

### COMPUTER SKILLS

- Microsoft Office (Excel, Word, PowerPoint , Project )
- Adobe Photoshop, Premier, InDesign
- Embedded systems software dev ( PIC Assembly and C Programming )
- Website/Email Administration, Front & Backend management
- Autodesk Fusion360
- 3D printing – assemble, configure, test, commission, enhance.

## SIMON DYER

I am a highly experienced product developer and Project Manager. In 2006 I founded my company 2C Light Ltd., and grew it to win a Deloitte's Fast 50 award in 2010 as the 23<sup>rd</sup> fastest growing company in New Zealand.

To accomplish this, I researched, designed, and developed a unique product, secured equity investment funding, developed supply chain and production facility with 15 staff, and then marketed the product into 30+ countries.

Amongst its many accolades, the 2C Solar Light Cap product went on to receive an Australian Consensus Green-Tech award in 2010.

As part of the ongoing growth of the 2C brand, I've continued to introduce new products resulting from user needs and market research, supporting them with an extensive library of marketing collateral to assist customers throughout the value chain.

My experience includes collaborating with senior executives of companies of many diverse cultures including USA, Japan and India, meeting with seniors in companies such as YKK, Leatherman, Yamaha and suppliers in New Zealand and China. Continuously communicating with customers using the social media and newsletter network I've built, allowed me to gather user requirements to work into the product roadmap.

The role of building a start-up company provided additional challenge by coinciding with the GFC. This included setting up a manufacturing plant in Christchurch, and then transitioning it to carefully selected Chinese suppliers. This period was punctuated by a need to be dynamic and flexible to meet the challenges of these times which was supported by ensuring my business was 'Lean' utilizing selected Kaizen principles.

Prior to this, I was employed for 10 years by Trimble Navigation Limited, into the role of Software Development Manager. This role was well suited to my innovative thinking and multi-project management capability, creating a synergy of the project teams that reported to me, to maximise their output and potential.

One example of his product development, the Geo Explorer Series, featured in the movies *The Day After Tomorrow* and *Charlie's Angels* and generated annual revenue in excess of US\$59 million per annum for the company.

Earlier, as Producer for Melbourne's *Beam Software* I developed interactive multi-media titles, managed multiple teams of programmers and artists, and liaised directly with clients including Interplay and Electronic Arts.

# SIMON DYER - RESUMÉ – BSc(Comp.)

Christchurch, New Zealand. +64 21 626 358 [simon@2clight.com](mailto:simon@2clight.com)

## 2007 – CURRENT, R&D Manager / Marketing Manager, 2C LIGHT COMPANY LIMITED

- Company founder: [www.2clight.com](http://www.2clight.com), [www.SolarLightCap.com](http://www.SolarLightCap.com), [www.facebook.com/solarlightcap](http://www.facebook.com/solarlightcap)
- Product research, design & development of wearable green technology solutions to enhance people's lives.
- Product marketed world wide and now being worn and enjoyed in over 30 countries.
- Patent awarded in Europe and USA, Certified with FCC & IP66. Fast50 Awarded in 2010.
- Successful executive level presentations to Yamaha, YKK, Leatherman etcetera.
- Marketing skills include products requirement gathering through to expansion of the product road map, product specification and design, continuously supported by development of the marketing collateral library.
- Media relations including publicity generation through TV interviews (TVNZ news, Dragon's Den) & product placement (Steve Gurney –MadWaySouth / Global Radar /Tim Taylor).
- Shipping Logistics to 30+ countries.
- E-commerce website design, implementation and maintaining of SEO strategy.
- Implemented design for manufacture (DFM ), and Quality Assurance methodologies (ISO9001)
- Production line development, supply chain procurement and management
- Staff recruitment, training / mentoring / Internship program (Cant. Uni., French Colleges)
- Design and development of commercially viable solar powered drone (UAV).
- Other achievements include:
  - Development of environmentally sustainable wearable self generating lighting products.
  - Equity capital and grant fund raising ( CEDF, TechNZ, MSI ).
  - Charity fundraising for orphans of the Japanese tsunami– HOPE Foundation ( Sam Neill, Brian Brown ).
  - Embracing Social Media as a marketing strategy resulting in an active community of 7000+ 'Likes'.
  - Developed sales network of agents and distributors in over 30 countries.

## 2007 – 2007, CONSULTANT TO TRIMBLE NAVIGATION LTD., QUALITY ASSURANCE PROGRAM

- Periodic consultancy program to MGIS Quality Assurance
- Defining and tracking Quality Metrics
- Organising and facilitating stakeholders meetings
- Reporting to senior management

## 1997 – 2007, SOFTWARE DEVELOPMENT MANAGER, TRIMBLE NAVIGATION LTD.

- Engineering management of product development teams, developing vehicle guidance systems and hand-held, geographic mapping information systems.
- Product development design delivering innovative solutions to meet market requirements.
- Reporting to Director of Engineering, Mapping and Geographical Information Systems.

## 1994 – 1997, PROJECT MANAGER, ("PRODUCER"), BEAM SOFTWARE PTY LTD, VIC

- Project Management & Systems Design
- Producer, managing multiple projects, (2-10 staff per project), recruitment and resource allocation, project planning and budgeting.
- Liaison with overseas clients (Interplay, Electronic Arts, etc.) and sub-contractors, Technical Designer and Programmer, authoring of Funding Proposals, Technical Documentation, etc.
- Highlights include design of Multi Media Authoring System, subsequently developed and used to produce various prototypes/products, design and development of Multi-Platform Arcade Game development system, Successful funding proposal raising \$4M to develop Virtual Reality System. Australian multimedia award (AIMIA) for best Primary Multimedia Resource.
- Technical Director on development of ten Primary Language 'Edutainment' titles with A\$1m development budget.

# SIMON DYER - RESUMÉ – BSc(Comp.)

Christchurch, New Zealand. +64 21 626 358 [simon@2clight.com](mailto:simon@2clight.com)

## 1988 – 1991 COLONIAL MUTUAL AUSTRALIA LTD

- Senior Technical Programmer
- Developing Graphical Interface systems for Management Information System software.

## 1985 – 1987 OE, London UK

- Various educational and employment roles focussing on a career in computing/robotics.

## 1983 – 1984, RETAIL MANAGER, HANAFINS PHOTOGRAPHICS, CHRISTCHURCH

- Staff supervision, customer relations, quality assurance
- During the one year with Hanafin's, revenue was doubled.

## PERSONAL INTERESTS

I have led a varied and challenging career whilst enjoying learning new skills. I get great satisfaction from recruiting and developing exceptional teams of people to create value.

My active life includes cycling, walking, flying and golf and I'm in good health. He has two teenage sons. His oldest son is in his first year at CPIT's Broadcasting School with a view to becoming a Film Director. His wife Vanessa manages a small chain of very successful gift stores.

Simon's hobbies include an inventive streak applied to innovations of many kinds. Currently I'm is working intermittently on merging experiences in my life including solar power management, GPS navigation, flying and photography. The outcome will be commercially viable, solar powered, GPS guided, unpiloted aerial vehicle for prolonged aerial and weather surveillance.

More information here: [www.facebook.com/solardrone](http://www.facebook.com/solardrone)

## REFERENCES

Referees will be provided for contacting as needed.

Linked In profile: [linkedin.com/in/simondyer2c](https://www.linkedin.com/in/simondyer2c)